

Creating a Poster

220 pt. Arial

Using PowerPoint

88 pt. Arial

Setting The Size Of Your Poster

The dimensions of the PowerPoint slide should be set at 35" x 43" (35" wide for portrait layout, 35" height for a landscape layout).

36 pt. Arial

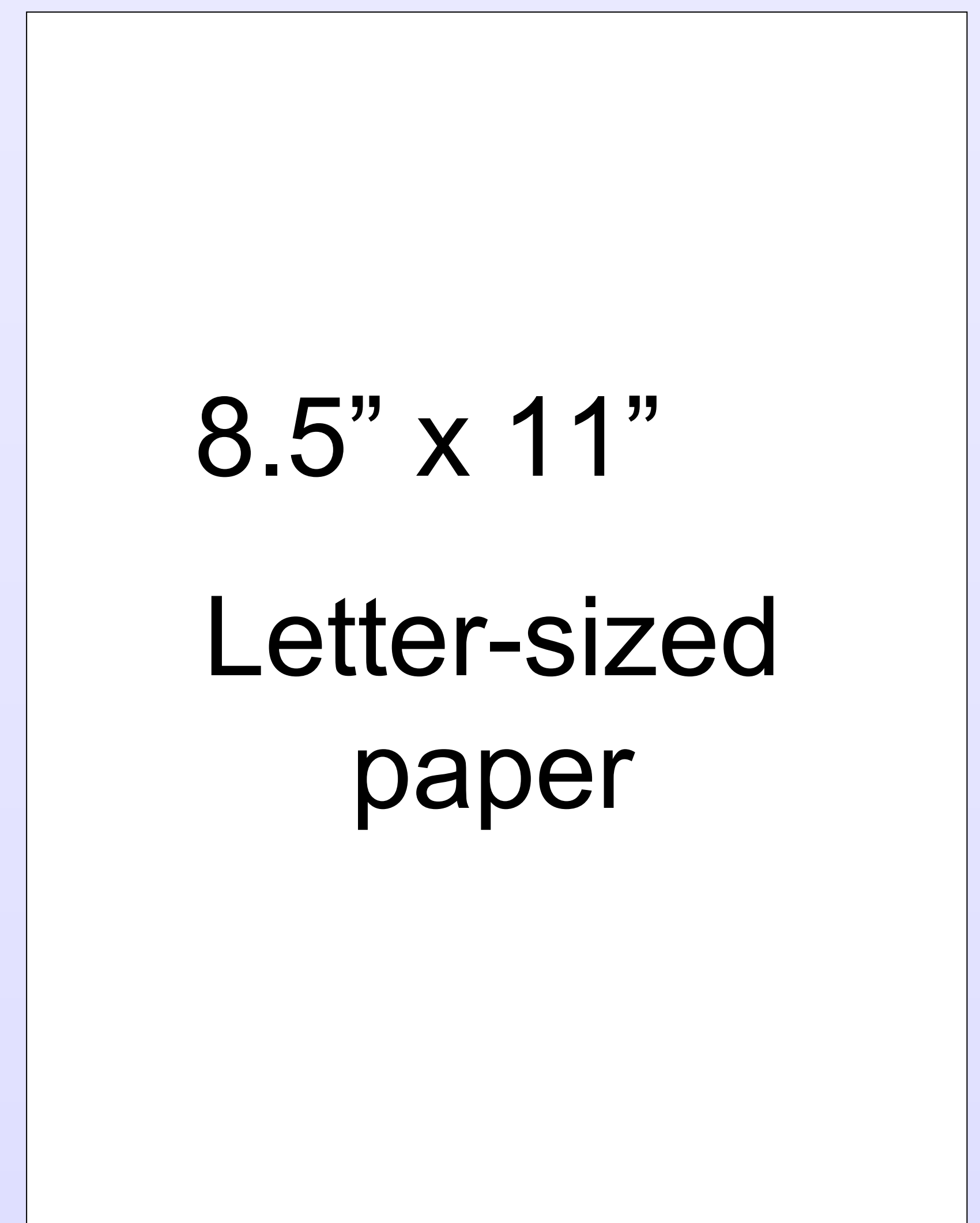


Photos courtesy PDPhoto.org

Low Resolution
72 dpi, stretched to enlarge



High Resolution
300 dpi, cut to fit



8.5" x 11"

Letter-sized
paper

Using Images

Graphs, illustrations and photos are essential components of a good poster. Keep graphs simple and use bold colors. Use high-quality images from public domain databases, or scan in your own at 300dpi. Use simple, clear headings on your graphs to convey the main point.

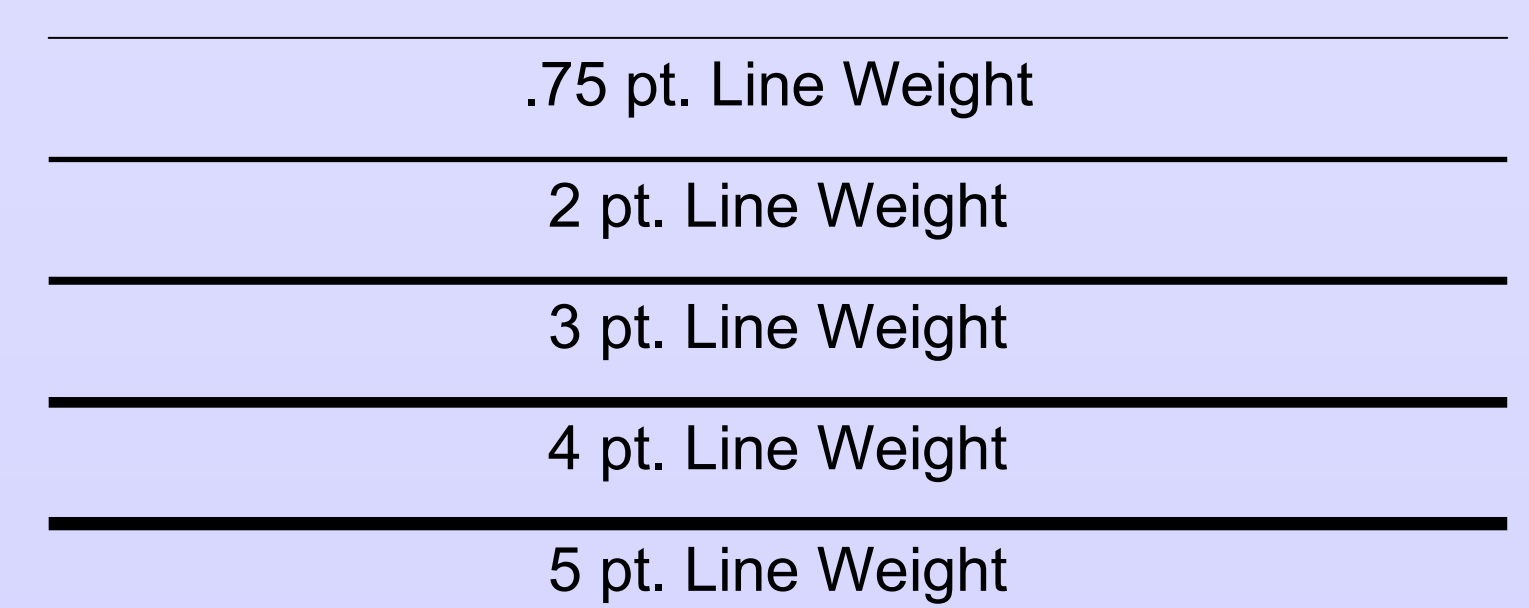
Layout

Consider options for organizing your poster that will aid the readers through the material. How many columns should you use? (3 columns may look good on a landscape poster, but cramped on a portrait layout.) How should graphics and text be placed for greatest impact? Does the layout make sense to your audience? Is there enough space between paragraphs, images, etc.?

Formatting Text

Make sure your typeface is easy to read. How big will the letters look once printed? Usually, you shouldn't go smaller than 24 point (your text should be readable from 3 feet away once printed). This text is Arial, 36 pt. Also, keep your audience in mind. Avoid jargon, and balance your text with images, graphs, etc. Separate paragraphs with blank lines so your text is more readable.

Line Weights for Line Graphs



Common Fonts

Serif:

Baskerville
Garamond
Georgia
Times

Sans-serif:

Arial
Century Gothic
Trebuchet
Verdana

*Credits: Basic layout and design by Hamilton College.
Created 2009 by Debbie Kraemer.*

12 pt. Times New Roman | 12 pt. Arial

24 pt. Times New Roman | 24 pt. Arial

36 pt. Times New Roman | 36 pt. Arial

48 pt. Times New Roman | 48 pt. Arial

54 pt. Times New Roman | 54 pt. Arial

72 pt. Times New Roman | 72 pt. Arial

96 pt. Times New Roman | 96 pt. Arial

120 pt. Times New Roman | 120 pt. Arial

146 pt. Times (Serif) | 146 pt. Arial